In the Claims:
(As per 37 CFR 1.121 amended claims are provided below in clean form with a marked-up version attached in Appendix B)

Please amend:

1. (once amended)   A system for anonymous matching of entities utilizing an electronic calendaring system, said system comprising:

computer storage retaining one or more calendar events for a plurality of entities, said calendar events representing match data, said match data comprising timing of an event and one or more relations, said relations comprising where an activity is to occur, what an activity is, minimum matching requirements, or attributes of an activity or an entity;

a match server, said match server operatively connected to said computer storage, and

wherein said match server matches at least two calendar events to thereby associate two or more entities based upon said match data.

2. (once amended)   A system for anonymous matching of entities utilizing an electronic calendaring system, as per claim 1, said system further comprising:

a notifying element, said notifying element notifying said entities associated upon matching said at least two calendar events.

3. (once amended)   A system for anonymous matching of entities utilizing an electronic calendaring system, as per claim 2, wherein said notifying element notifies said entities associated via adding said entities to said at least two calendar events.

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4. (once amended)   A system for anonymous matching of entities utilizing an electronic calendaring system, as per claim 1, wherein said relations are represented by one or more categories.

7. (once amended)   A system for anonymous matching of entities utilizing an electronic calendaring system, as per claim 6, wherein a multiplicity of times for a commerce activity are available at variable prices or rates and which the most favorable is selected.

11. (once amended)   A calendaring system providing a generic matching service which utilizes a first calendar event to represent matching data comprising:

a structured calendar event entry interface, said interface requesting when an activity is to occur and one or more relations, said relations comprising entry of information of an activity to be matched, attributes of an entity entering said first calendar event, and requirements for a match;

a computer storage medium retaining said first calendar event and associated calendar, said first calendar event entered in said computer storage medium via said interface;

a match server operatively connected to said computer storage medium, said match server matching said first calendar event to a second calendar event based upon when the activity is to take place and at least one of said information, said attributes, or said requirements, and

wherein, upon matching said first calendar event to said second calendar event, said entity entering said first calendar event is notified of said match.